

Utilization of Electronic Business Plan for Small and Medium Enterprises (SMEs)

ABSTRACT

A business plan is a formal statement of business goals, the reasons they are attainable, and plans for reaching them. Currently, the manual template of a business plan is the main reference in Small and Medium-Sized Enterprises (SMEs) but there is no standard template that exists as all templates that available in the Internet is different from each other's. This leads to confusion as to which is the best template to be used. Significantly, there is unavailable of electronic platform of the business plan. Thus Electronic Business Plan (EBP) for SMEs is proposed and developed using the Expectation-Confirmation Theory approach. This EBP is a windows-based program that is developed to serve as an electronic platform for SMEs in order for them to generate a business plan for starting a new business or for applying any financial support. Results indicate that EBP is a useful tool for business plans and that the majority of the users give positive feedback on this developed EBP. Hopefully, by utilizing this program into business plan, it can play an important role for any individual especially young entrepreneur in SMEs to generate and write their business plan properly and easily.